



Order / Rev: 701366  
 Alt Order #: 06246946  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: SEIU  
 Product Desc: SEIU  
 Estimate: 1497

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	10/09/12	10/12/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	3		\$450.00		0.00						
E 4	WKYC	10/09/12	10/12/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	3		\$650.00		0.00						
E 5	WKYC	10/09/12	10/12/12	Early Today Early Today	CM	4a-430a	- TWTF - -	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	3		\$100.00		0.00						
E 6	WKYC	10/09/12	10/12/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	4		\$800.00		0.00						
E 7	WKYC	10/09/12	10/15/12	M-F 430a-5a 430a News	CM	430a-5a	MTWTF - -	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF - -	4		\$300.00		0.00						
E 8	WKYC	10/09/12	10/12/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	4		\$1,400.00		0.00						
E 9	WKYC	10/09/12	10/12/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$2,500.00		0.00						
E 10	WKYC	10/09/12	10/12/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$1,800.00		0.00						
E 11	WKYC	10/09/12	10/12/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	4		\$800.00		0.00						
E 12	WKYC	10/15/12	10/15/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M- - - - -	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M- - - - -	1		\$10,000.00		0.00						
E 13	WKYC	10/13/12	10/14/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	- - - - - SS	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NEWS S/S @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - SS	1		\$2,500.00		0.00						
E 14	WKYC	10/13/12	10/13/12	Sat Prime A 8-9p	CM	8-9p (8:00 PM-9:00 PM)	- - - - - S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
NBC DRAMA REPEAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - S-	1		\$2,500.00		0.00						
E 15	WKYC	10/13/12	10/13/12		CM	9-10p	- - - - - S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00

Order / Rev: 701366  
 Alt Order #: 06246946  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: SEIU  
 Product Desc: SEIU  
 Estimate: 1497

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat Prime B Sat Prime B (9:00 PM-10:00 PM) NBC DRAMA REPEAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$2,500.00 0.00															
E 16	WKYC	10/14/12	10/14/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
CH3 NOON NEWS SUNDAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$800.00 0.00															
E 17	WKYC	10/14/12	10/14/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH3 NEWS SUN @ 9A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$1,800.00 0.00															
E 18	WKYC	10/15/12	10/15/12	Early Today Early Today	CM	4a-430a (4:00 AM-4:30 AM)	M-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH3 EARLY TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$100.00 0.00															
E 19	WKYC	10/15/12	10/15/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$800.00 0.00															
E 20	WKYC	10/15/12	10/15/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
CH3 4:30 AM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$300.00 0.00															
E 21	WKYC	10/15/12	10/15/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHOW II <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$800.00 0.00															
E 22	WKYC	10/14/12	10/14/12	Sun Prime 1st Half Sunday Prime 1st half	CM	6:57p-9p (7:00 PM-8:00 PM)	-----S	:30	1	\$5,500.00	P-2	0.00	NM	1	\$5,500.00
FOOTBALL NIGHT IN AMERICA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$5,500.00 0.00															
													Totals	42	\$52,300.00